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WHAT IS CLAIMED IS:

1.   An information providing system comprising:

a server computer capable of transmitting an advertisement data through a communication network; wherein an advertising rate for transmitting the advertisement data is charged to a provider who provides the advertisement data to the server computer, and the advertising rate varies according to a transmitting time of the advertisement data.

2.   The system according to Claim 1, wherein

the advertising rate varies according to a number of accesses to the advertising data through the communication network.

3.   The system according to Claim 2 wherein

the advertising data is displayed on a web page,

a placing charge for placing contents on the web page is charged to the provider who provides the contents to the server computer, and

the advertising rate is raised as the number of accesses increases, and the placing charge is lowered as the number of accesses increases.

4.   The system according to Claim 1 wherein

the advertising data is displayed on a web page, and

the advertising rate varies according to an advertisement space on the web page.

5.   The system according to Claim 4 wherein

the server computer changes the advertisement space according to a number of accesses to the advertising data through the communication network.

6.   The system according to Claim 1 wherein

the advertising rate varies according to a location for which the advertising data is provided.

7.   An information providing system comprising:

a server computer connected to a communication network and transmitting advertising data to a first computer at the request of the first computer and sending the first computer accounting data according to transmitting time of the advertising data to the first computer.

8.   The system according to Claim 7 wherein

the server computer changes the accounting data according to a number of requests for transmitting the advertising data.

9.   An information providing method comprising:

receiving advertising data from an advertisement provider,

providing the advertising data through a communication network, and

setting an advertising rate charged to the advertisement provider

according to a providing time of the advertising data through the communication

network.

10.   The method according to Claim 9 wherein

the advertising rate is set according to the providing time and a number

of accesses of the advertising data through the communication network.

11.   The method according to Claim 9 wherein

the advertising rate is set according to an area for which the advertising

data is provided.

12.   The method according to Claim 9 further comprising:

displaying the received advertising data on the web page,

increasing the advertising rate charged to the advertisement provider as

a number of accesses of the advsertising data through the communication network

increases, and

lowering a displaying charge charged to the advertisement provider as

the number of accesses increases.

13.   An information providing method comprising:

providing an advertising rate table set according to a providing time of

advertising data,

receiving the advertising data at an advertising rate set based on the

advertisement rate table, and

providing the received advertising data through a communication

network.

14.   An information providing method comprising:

receiving a request for transmitting advertising data through a

communication network and transmitting the advertising data to a computer

requesting for the transmission through the communication network, and

sending accounting data set according to a providing time to the

computer requesting the transmission.

15.   The method according to Claim 14, wherein

the accounting data is set according to a number of requests for the transmission.

16.   A server computer providing an information to a first computer through a communication network, comprising:

a momory that stores an advertisement data; and

a controller that transmites the advertisement data to the first computer through the communication network, and sets an advertisement rate for transmitting the advertisement data which is charged to a provider who provides the advertisement data,

wherein the controller sets the advertisement rate according to a transmitting time of the advertisement date.

17.   Tha server computer according to Claim 16, wherein

the controller sets the advertisement rate according to a number of accesses to the advertising data through the communication network.

18.   The server computer according to Claim 17, wherein

the advertisement data is displayed on a web page, and

the controller sets a placing charge for placing contents on the web page which is charged to the provider who provides the contents of the web page, and the controller raises the advertisement rate as the number of accesses increases, and lowers the placing charge as the number of accesses increases.

19.   The sever computer according to Claim 16, wherein

the controller sets the advertisement rate according to a location for which the advertisement data is provided.

20.   The server computer according to Claim 16, wherein

the controller sets an advertisement space displaying the advertising data according to a number of accesses to the advertising data from the first computer.